

10/23/96

**Advertising Expert**

280 North Central Avenue / Suite 310 / Hartsdale, New York 10530

COPY*** INSERTION ORDER****API SUPPLEMENT**

Advertiser

Product:

**BENSON & HEDGES
BRAND**Doris Street
Sales
API SUPPLEMENT
45 West 45 Street
New York, NY 10036

Ref#:

2517

api/2ND CVR

Fax

PLEASE REFER TO THE INSTRUCTIONS AT THE BOTTOM OF THIS ORDER!

AD#	INSERTION DATE	AD SIZE	RATE	GROSS	NET
7047	12/8/96	1.00	\$35,000.00	\$35,000.00	\$29,750.00

Ad Copy Identification: **BENSON & HEDGES BRAND****MATERIALS & POSITION:** (agency check one)☐ ATTACHED PLEASE FIND CAMERA READY MATERIAL.☐ THE MATERIAL IS BEING OVERNIGHT MAILED TO YOU.☐ THIS AD IS A PICK-UP ORDER OF MATERIAL THAT LAST RAN ON:☒ THE MATERIAL IS BEING SHIPPED FROM A SEPARATE LOCATION: **LEO BURNETT****If available, place ad on right hand page. If Not a full page ad, place on upper right or lower right hand corner. DO NOT run along left or right page gutter. DO NOT place this ad opposite any full page ad.****INSTRUCTIONS:**

DO NOT place this ad opposite nor on same page as any other ad for a similar product or service.
DO NOT place this ad opposite nor on same page as any controversial or sensationalized editorial
copy or advertisement. DO NOT place this ad on backside of any ad for any product with a coupon.

BILLING & PAYMENT:

Advertising Expert will only process payment on the following:

- Invoices that match the rate and size of this contract.
- Invoices must be billed separately for each ad with (3) accompanying tear sheets, received at this address within 60 Days of publication.

Any questions contact Dana Hall of this agency prior to publication @ 914•948•8116.

INVOICES FAILING TO MEET THESE REQUIREMENTS WILL NOT BE HONORED.**COPY**
CLOSES 11/8

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